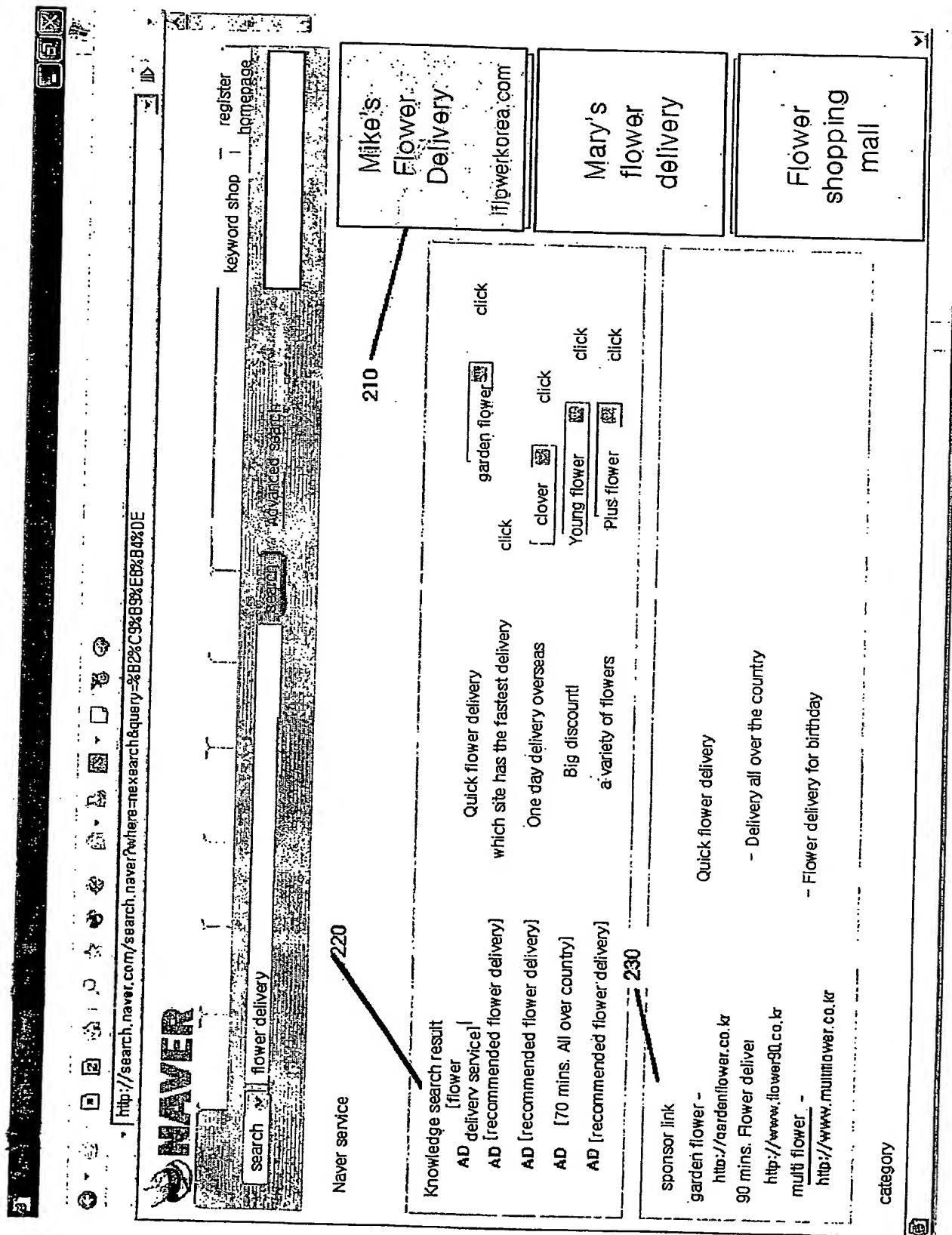


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FIG. 1a



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FIG. 1b

The screenshot shows a Naver search results page. The address bar displays the URL: <http://search.naver.com/search.naver?where=nexsearch&=&query=%B2%CS%B9%EB%B4%DE>. The search results are categorized under 'category' and include several listings for flower delivery services.

category

- shopping> gift, flower> flower delivery
- business> company > flower delivery
- shopping> gift, flower> overseas flower delivery

Plus registration

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shopping> gift, flower> flower delivery

Echo flower [map] - quick flower delivery
Info. On goods / beautiful flower design
Service / good service
Seoul, kangnam gu

J.s flower - f.d. for birthday
Service / free wine when buying 100 flowers
Seoul, ~

D.s flower - 24 hour service
Recommended goods / flower basket
Service / credit card can be taken
Seoul, ~

T.s flower - have all kind of flower
Company introduction / f.d service all over seoul
Good / flower basket
Seoul, ~

T's f.d.

business> company > flower delivery

080-9999-001

080-205-5454

080-566-2525

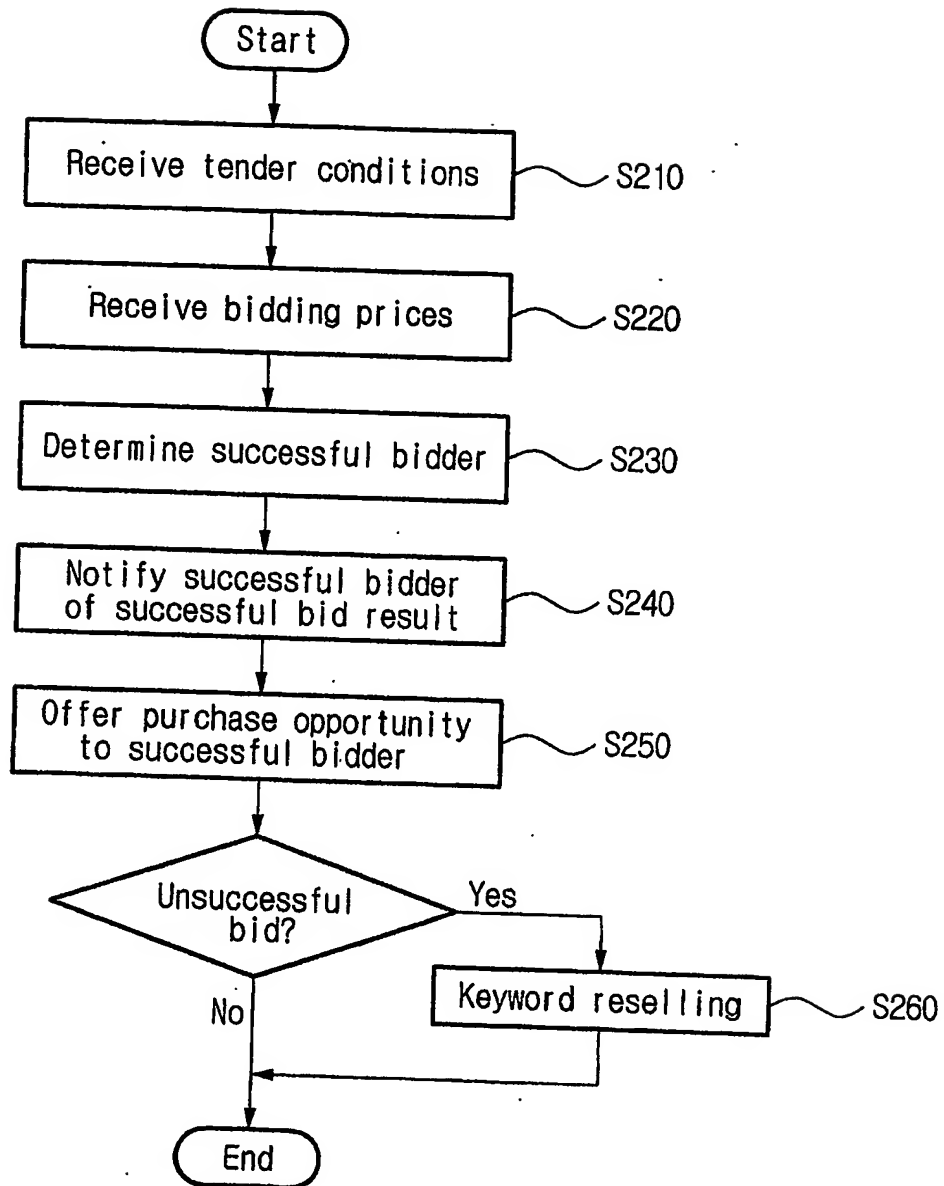
080-456-5004

Flower & Live music

See more categories

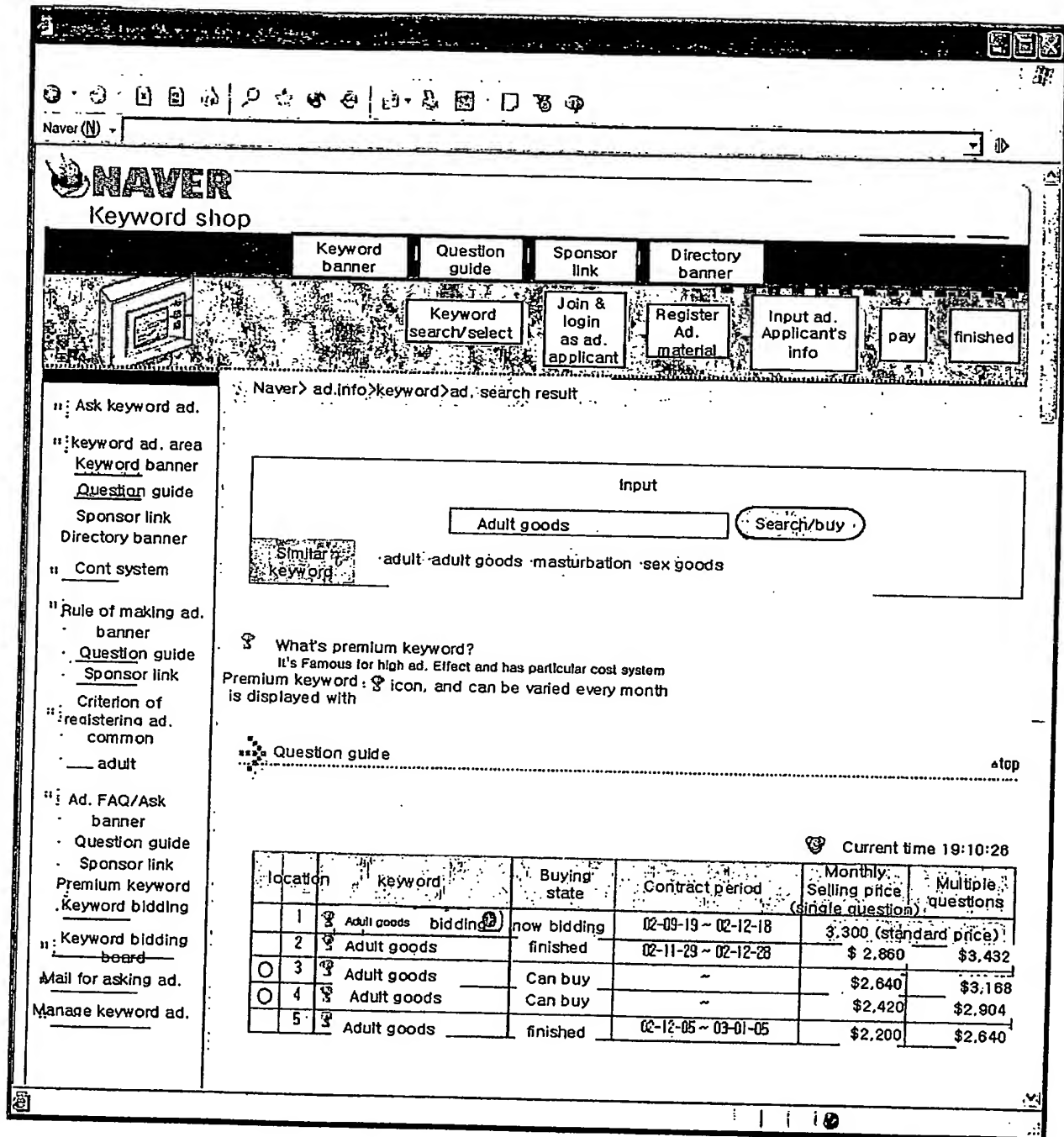
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FIG. 2



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FIG. 3



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FIG. 4

NAVER
Keyword shop

Keyword banner | Question guide | Sponsor link | Directory banner

Naver > ad.info > keyword.shop > bidding

Before bidding

- Beginning bidding price follow cost system of common keyword.
- To prevent a plurality of bidding prices with the same price, bidding prices in the unit of / Won (in Korean monetary unit).
- last 3 digits in the bidding price cannot be '000'.
- Ex) 123,000(X) 123,456(O)
- A provider proposing the highest bidding price is determined as a successful bidder. If a plurality of same bidding prices are present, it is determined based on a first-come first-served system.
- bidding price is for monthly contract, and VAT is not included.

Keyword : adult Ad. Goods : question guide No.1 Current time: 2002-12-12 19:21:43

Bidding info.		Keyword info.	
bidding #1	KS20021212036	# of view last month	37,697 #
finished	2002-12-19 20:00:00	Beginning bidding price	\$3,300
Time remaining	00 hour 38 min.		
# of person	1 person		

e-mail : bidding price : 3,300 \$ (monthly)

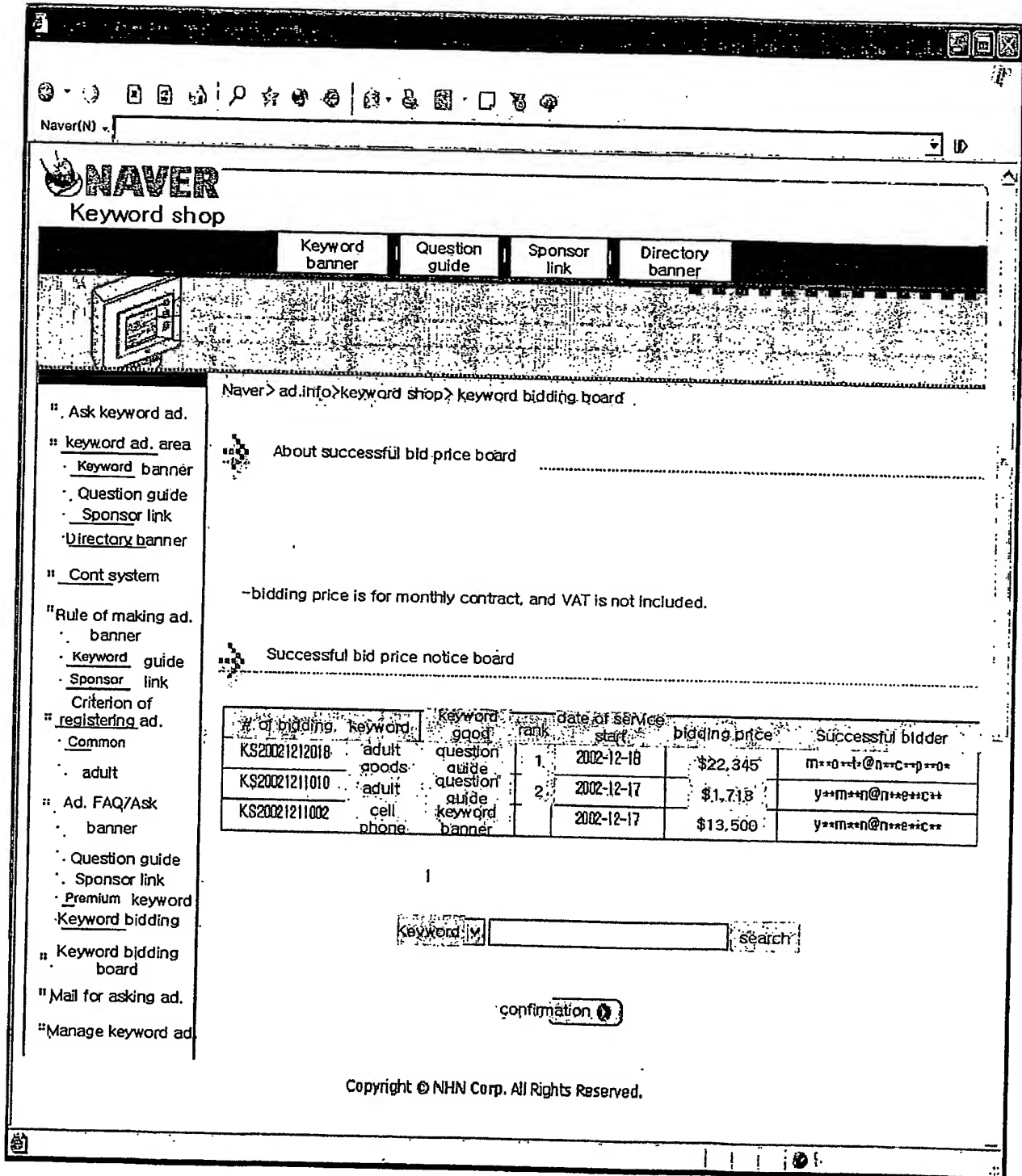
Process of bidding

Confirm successful bid → Input bid info → pay → Display ad

- Need help about premium keyword? [Info](#) [On premium keyword](#)
- Need help about process of bidding? [Info](#) [On keyword bidding](#)

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FIG. 5



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FIG. 6

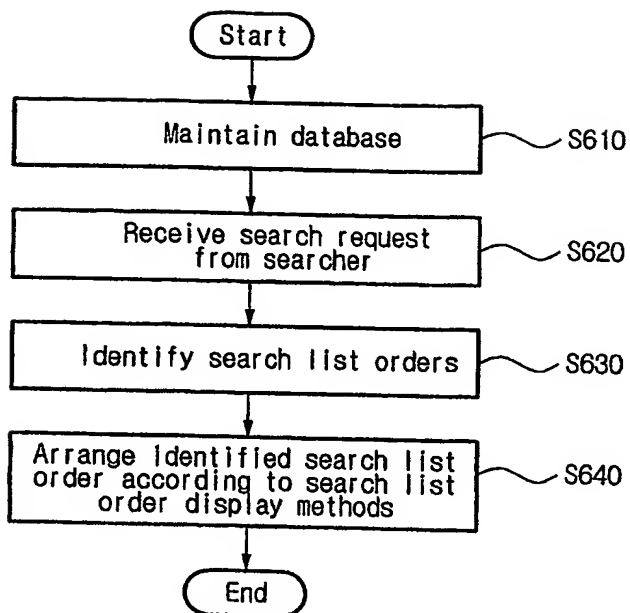
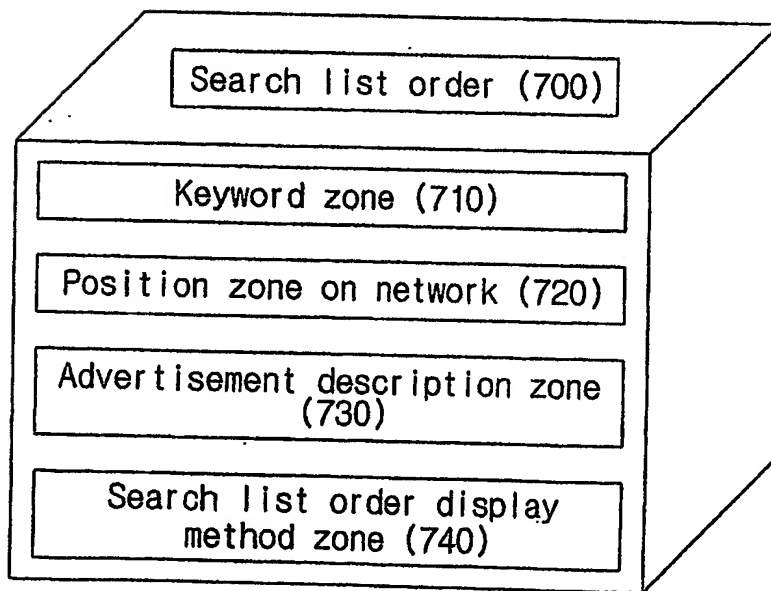


FIG. 7



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FIG. 8

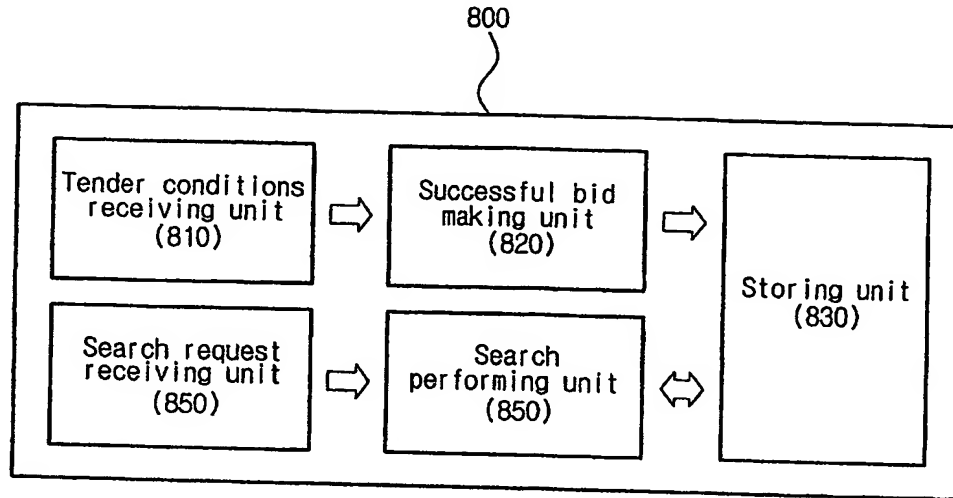
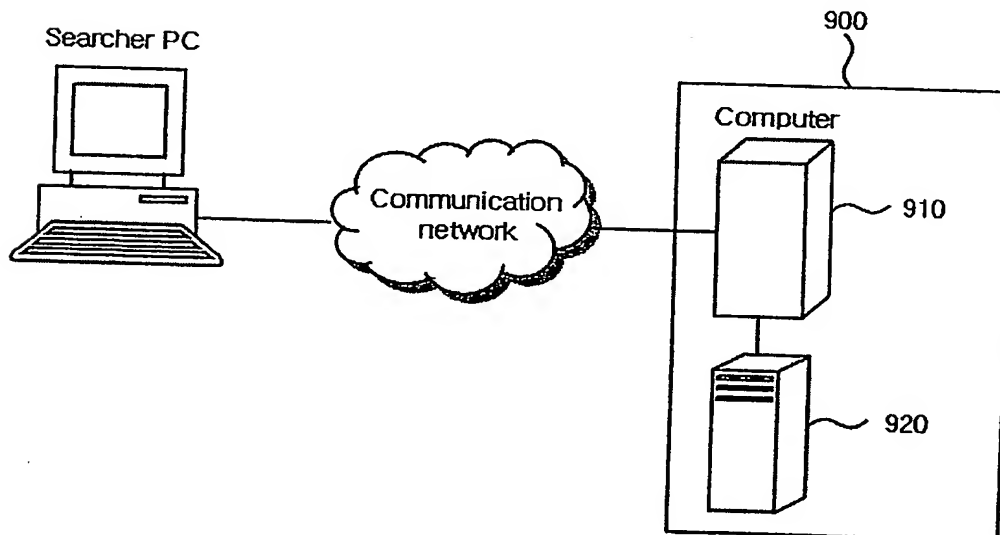


FIG. 9



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FIG. 10a

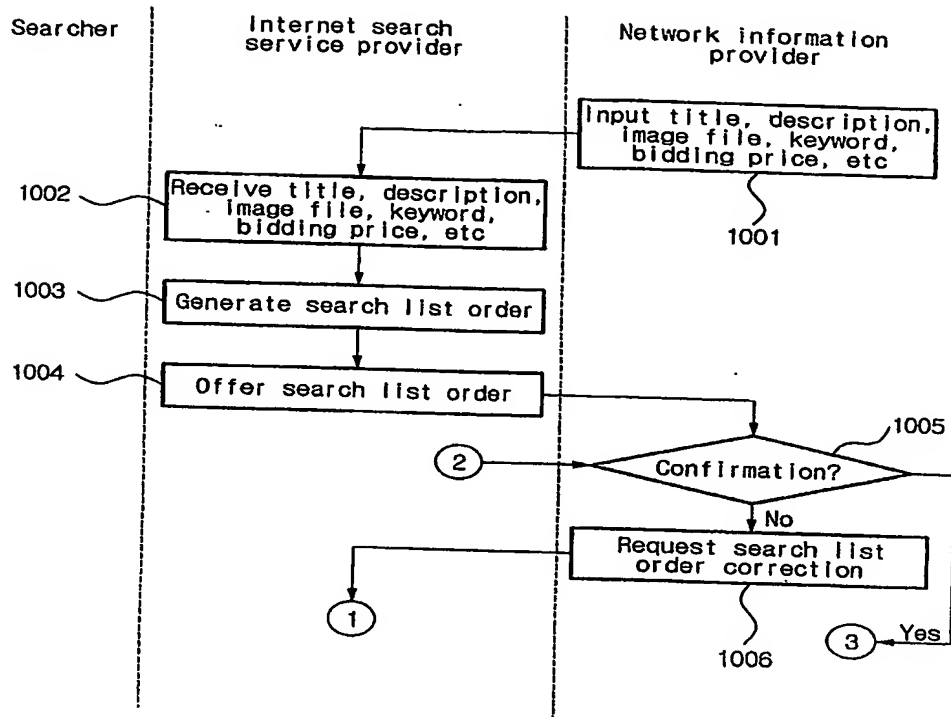
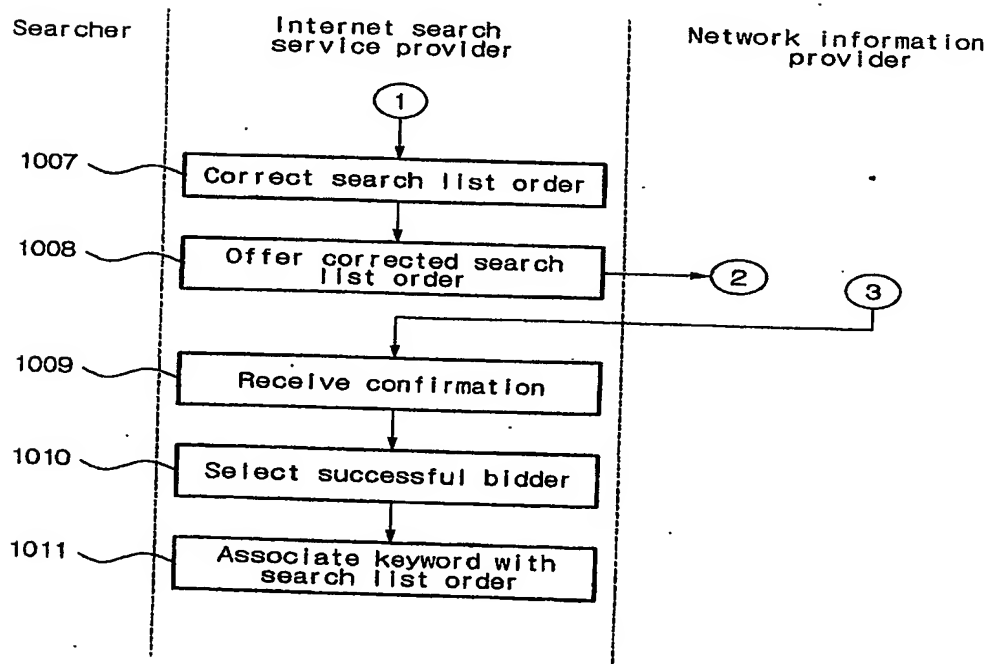
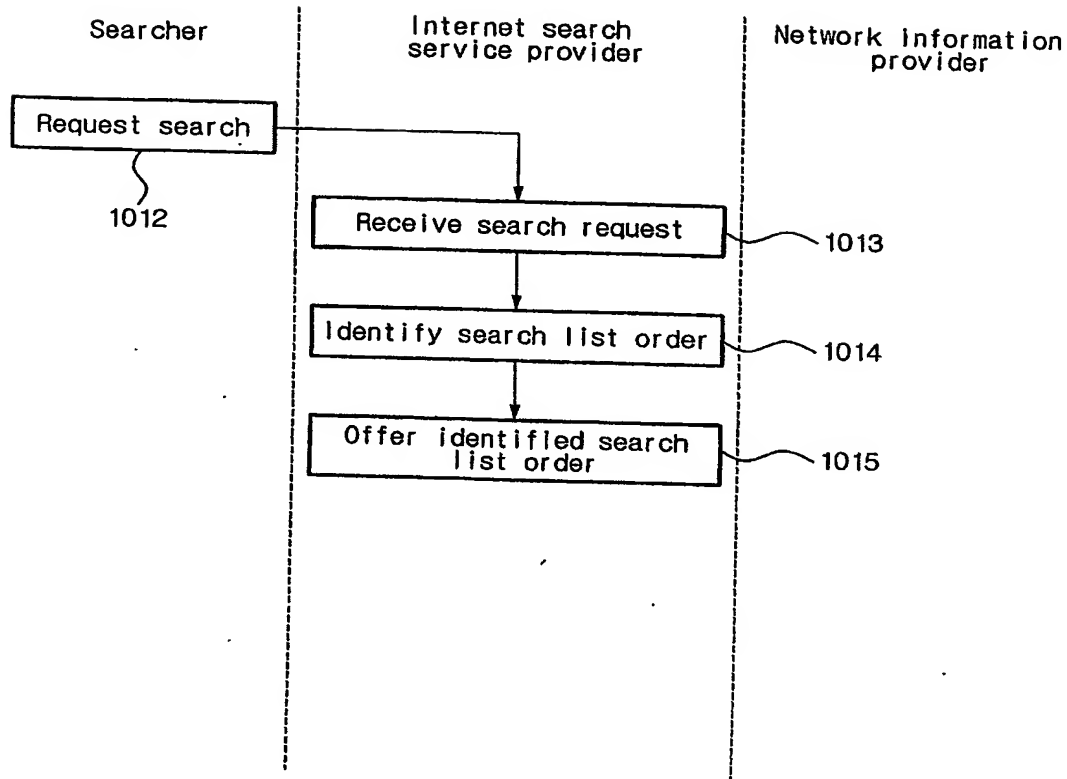


FIG. 10b



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FIG. 10c



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FIG. 11

The screenshot shows a web browser window displaying a Naver search results page. The search query is 'flower delivery'. The results are categorized under 'Knowledge search result' and include several advertisements for flower delivery services. On the right side, there are three vertical boxes containing additional service information: 'Mike's Flower Delivery', 'Mary's flower delivery', and 'Flower shopping mall'. At the bottom, there is a 'Plus pro' section with more service details and contact information.

NAVER

keyword shop register homepage

search advanced search

Naver service

Knowledge search result

[flower delivery service] Quick flower delivery garden flower click

AD [recommended flower delivery]: which site has the fastest delivery click

AD [recommended flower delivery] One day delivery overseas clover click

AD [70 mins. All over country] Big discount! Young flower click

AD [recommended flower delivery]: a variety of flowers Plus flower click

Seoul, ~

sponsor link

garden flower - quick flower delivery
<http://gardenflower.co.kr>

flower fragrance flower-delivery all over the country
<http://www.f1flower.co.kr>

multiflower - flower delivery for birthday
<http://www.multiflower.co.kr>

Plus pro

D,s flower - 24 hour service
Recommended goods / flower basket
Service / credit card can be taken
Seoul, ~

T,s flower - have all kind of flower
Company introduction / f.d service all over seoul
Good / flower basket
Seoul, ~

Echo flower [map] - quick flower delivery
Info. On goods / beautiful flower design
Service / good service
Seoul, kangnam gu

Mike's Flower Delivery
flowerkorea.com

Mary's flower delivery

Flower shopping mall

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FIG. 12

NAVER
Keyword shop

Keyword banner Question guide Sponsor link plus pro Directory banner

Naver > Ad. Information > Keyword shop > Register Ad. material

Ask keyword ad. Register Ad. material stop

keyword ad. area
keyword banner
Question guide
Sponsor link
Plus Pro

Example of Plus Pro

Image Home page title About Home page

Lucky Puzzle Special mileage service

Special feature: always providing service!
Service/ we offer lucky goods whenever you play game

02-1234-5678, Kangnam-gu, Seoul

Additional Info.
Contact Info.
Address

Keyword selected Mariah Carey (No. 1)

Home page title 0 character

About Home page

Link URL http://www.naver.com * example)

Additional info.

Image find

Contact info.

Address zip code

test ID test ID

password password

Combo box contents

Company info.
Item info
Recommended
Items
Menu

1201
1202
1203
1204
1205
1206
1207
1208

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FIG. 13

NAVER


Keyword shop

Keyword banner	Question guide	Sponsor link	Plus pro	Directory banner
----------------	----------------	--------------	----------	------------------

Naver > Ad. Info. > Keyword shop > Result of Ad. registration

Result of Ad. Registration (Plus Pro)

Finish shopping in 30 min. after putting key word in shopping basket.

Key word selected	Puzzle (No. 1)
	<p>lucky puzzle</p> <p>Special mileage service Special feature: always providing service! Service/ we offer lucky goods whenever you play games ☎ 02-1234-5678 Kangnam Gu Seoul</p>

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Registration

Correction

1302

1303

Cont system

Rule of making ad. banner

Question guide

Sponsor link

Plus Pro

Criterion of registering ad. common

adult

Ad. FAQ/Ask banner

Question guide

Sponsor link

Plus Pro

Premium keyword

Keyword bidding

Keyword bidding board

Mail for asking ad.

Manage keyword ad.

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FIG. 14

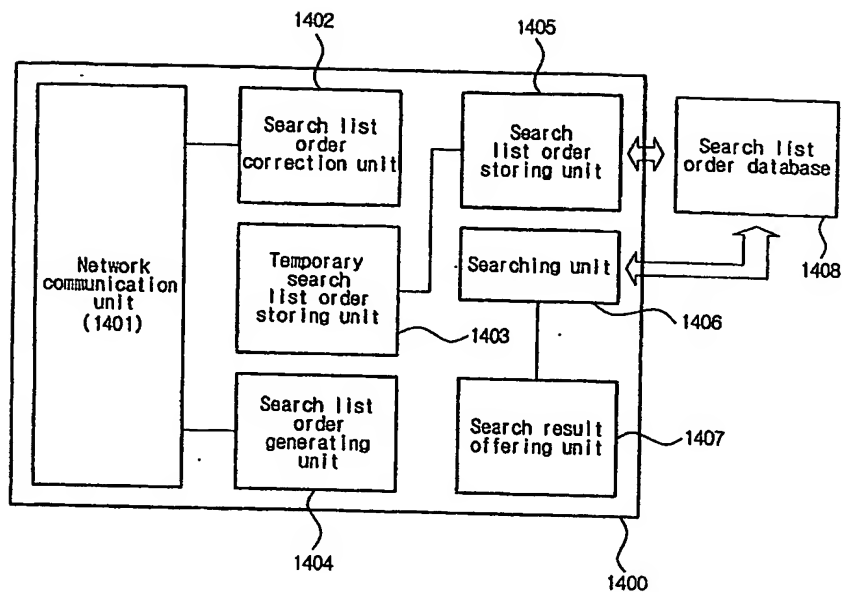
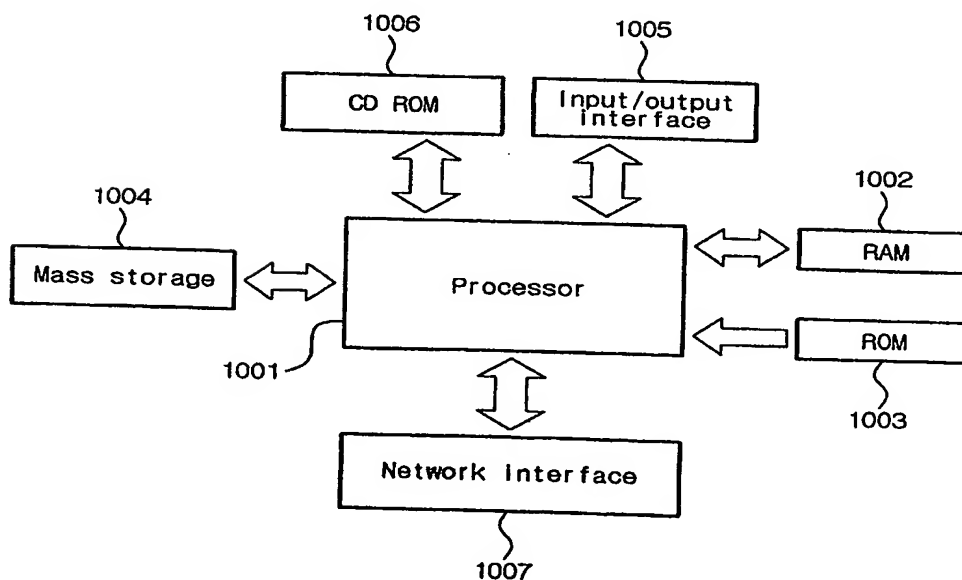


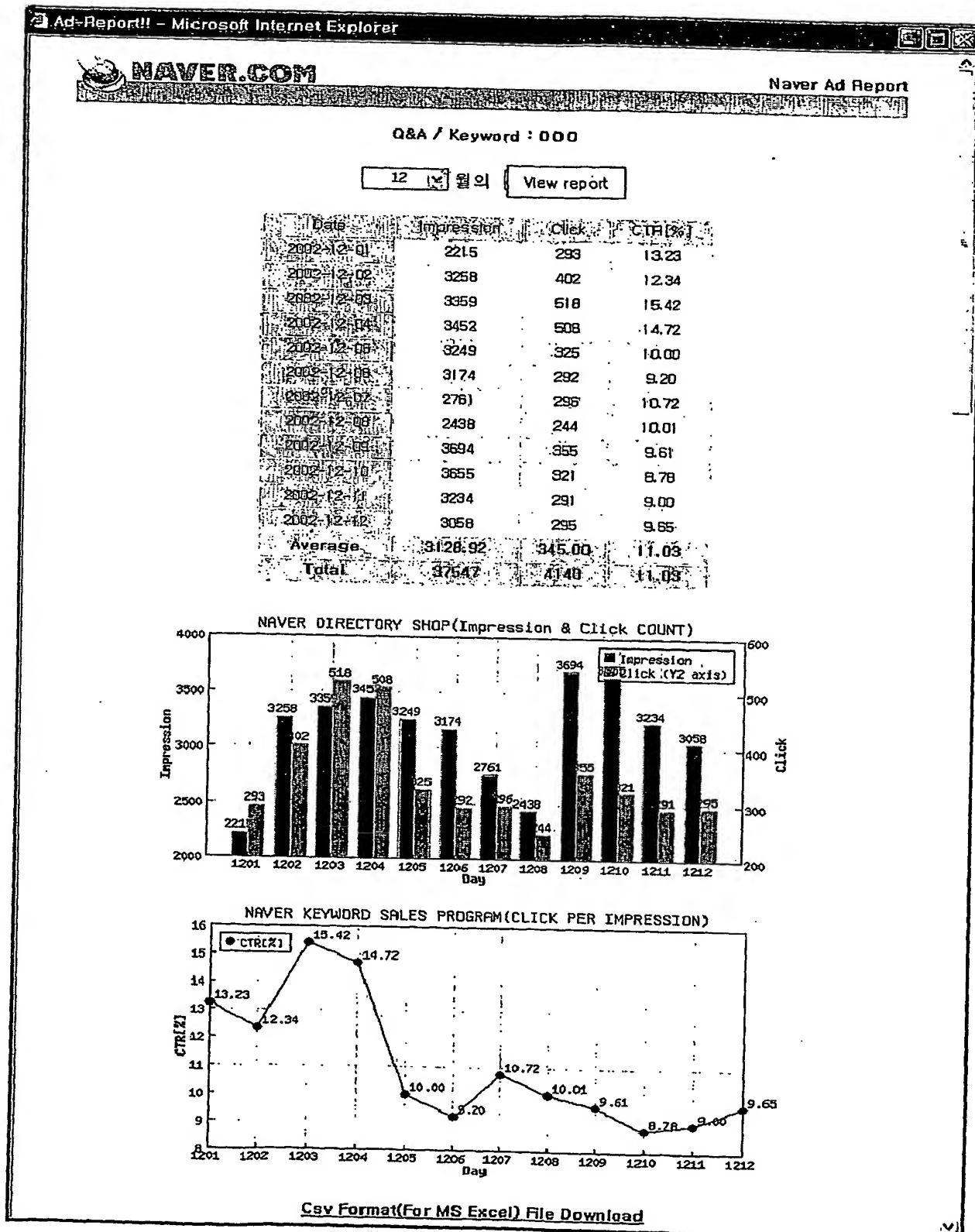
FIG. 15



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FIG. 16



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